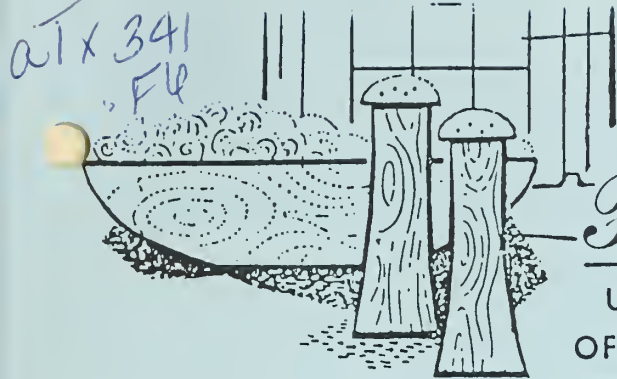


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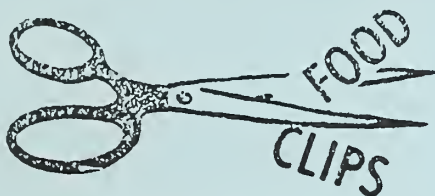
# Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE  
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"Fully cooked" hams and canned hams are cooked thoroughly in processing and are ready to eat. If you prefer them warm, heat to an internal temperature of 140°F., suggest U.S. Department of Agriculture home economists.

\* \* \*

Hams labeled, "cured" or "cured and smoked" must be cooked before you eat them. Cook to an internal temperature of 160°F.

\* \* \*

The whole ham is often cut into several pieces. When it's cut in half, the upper, meatier, rounded half is marked "butt half" and the lower, slightly pointed half is labeled "shank half."

\* \* \*

Treat fresh hams the same as fresh pork, and cook to an internal temperature of 170°F. Because they aren't cured, cooked fresh hams look and taste more like pork roasts than what many people usually think of as "ham".

\* \* \*

## COFFEE PRICES...

Consumers across the country are asking why the price of coffee continues to escalate? And escalate it has! The average price for ground coffee in November 1976 was \$2.23 per pound. Sixty days later the retail price was \$3.19 in some stores in the Washington, D.C. area -- reported to be the highest in the country.

## THE COFFEE BEAN

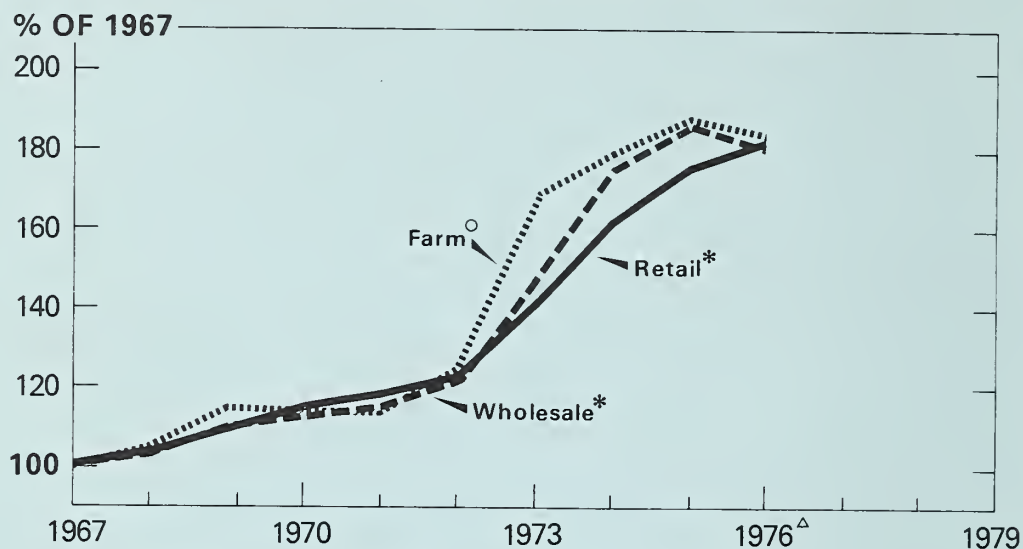
The story begins with the coffee bean. It's grown on trees, or bushes, which require some 3 to 5 years to produce commercial yields from seedling planting. Growers cannot readily alter annual output, except by crop management, -- and, the use or non-use of fertilizers, insecticides, and other inputs. In addition to the situations peculiar to the coffee crop, the general inflationary conditions that have affected practically all foods in recent years obviously adds to the cost-factor of coffee.

Looking back at the see-saw price of coffee... In current dollars, the average U.S. price of coffee was 96¢ in November of 1970, a drop from \$1.23 which was the going price in July of 1954.

(con't. page 3)

## ON UNDERSTANDING FOOD PRICES\*

# FOOD PRICES: RETAIL, WHOLESALE, AND FARM VALUE



○ PRICES RECEIVED BY FARMERS FOR FOOD COMMODITIES.

\* ALL FOODS, BUREAU OF LABOR STATISTICS.

Δ ESTIMATED.

## Food: Retail prices and per capita consumption, 1970-76

(Index 1967=100)

Year	Beef and veal	Pork	Poultry	Eggs	Dairy products <sup>1</sup>	Fruits and vegetables		Cereal and bakery products	Vegetable oils <sup>2</sup>
						Fresh	Processed		
Prices:									
1970 .....	119.5	115.9	108.4	125.6	111.8	116.3	109.2	108.9	105.8
1971 .....	124.9	150.0	109.0	108.4	115.3	121.0	116.2	113.9	115.4
1972 .....	136.6	121.6	110.4	107.7	117.1	128.0	120.5	114.7	116.6
1973 .....	163.8	161.7	154.8	160.2	127.9	150.8	130.2	127.7	126.4
1974 .....	168.5	161.0	146.9	160.8	151.9	162.6	170.6	166.1	179.4
1975 .....	167.0	196.9	162.4	157.8	156.6	166.2	178.3	184.8	198.6
1976 <sup>5</sup> .....	168.8	200.0	159.2	169.7	170.7	162.7	183.7	181.8	175.1
Consumption: <sup>3 4</sup>									
1970 .....	105.4	103.7	107.8	98.5	99.2	100.1	103.9	98.1	116.3
1971 .....	104.5	113.9	108.6	97.1	99.2	98.4	105.9	98.9	113.2
1972 .....	106.8	105.2	113.5	94.9	99.6	97.2	106.0	97.8	119.8
1973 .....	100.6	96.1	107.1	90.7	99.3	97.6	111.0	98.0	127.3
1974 .....	107.6	103.9	108.9	89.0	98.1	98.7	110.0	96.2	123.6
1975 .....	112.7	85.6	106.5	85.9	99.0	101.4	112.3	96.8	122.5
1976 <sup>5</sup> .....	118.7	88.1	115.4	85.9	100.0	101.9	114.3	97.1	132.8

<sup>1</sup> Includes butter. <sup>2</sup> Fats and oils, excluding butter. <sup>3</sup> Individual items combined, using 1957-59 prices <sup>4</sup> Fruits and vegetables excludes melons, soup, and baby foods. <sup>5</sup> Preliminary.

\*Prepared by the Economic Research Service of USDA. Slides/prints of these charts are available for reproduction to the PRESS if requested from the Editor of Food and Home Notes.

## COFFEE PRICES (CON'T)

Average coffee price in November 1973 was \$1.08 -- in July of 1975 the U.S. average price was up to \$1.25 and predictions by some USDA economists are that the U.S. average price might double that (to \$2.50) before the winter calendar ends.

But -- actually that's the effect -- the cause was the severe frost which struck principal Brazilian coffee growing regions on July 14-18, 1975. The frost killed most of the coffee trees in the state of Parana (in Brazil), severely damaged trees in Sao Paulo -- and affected other areas. While the bulk of Brazil's 1975-76 coffee crop was already safely harvested, the 1976-77 crop potential was reduced by 60 percent or more with a drop in exportable supplies.

## CONSUMERS ATTITUDES

Back in 1974 -- there was a notable decline in coffee consumption in the United States according to the Economic Research Service, U.S. Department of Agriculture study. U.S. consumers claim that they detected a change in the flavor of regular coffee since about 1962. That's when increasing amounts of distinctively flavored robusta beans were first added to the more mildly flavored arabica beans in regular coffee blends.



(Con't. Page 4)

## COFFEE PRICES (CON'T)

( Prior to this date robusta beans had only been used in instant coffee).

Statistics bear this trend out because in 1947, U.S. coffee drinkers averaged a little over 18 pounds on a green bean (before processing) basis. By 1974, per capita consumption was less than 13 pounds slowing the consistent downward trend.

The Economic Research Service, USDA, also found that young people were drinking more soft drinks as they grow older, and are slower in becoming coffee drinkers than their parents apparently were. Some sociologists have mentioned that changing lifestyles also could be considered a factor. In the past, blue collar workers leaned heavily on the "hot thermos of coffee" -- but with insulated clothing, heated buildings and other warmth factors -- the "old ways of old days" are fast declining. This could alter some of the old habits of coffee-time, according to some researchers.

The future of coffee prices? Wholesale prices have nearly doubled in the past fifteen months. If there is no further problem with the world coffee production -- such as frost in Brazil -- the normal trend may resume by 1979-80... or perhaps sooner, according to reports by the Foreign Agricultural Service, U.S. Department of Agriculture. Present world stocks are considered adequate to offset foreseeable crop deficits. The world coffee supplies will continue tight, however, and prices will remain relatively high.

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